What is claimed is:

1.   A system for profiling different users having a common terminal identifier comprising:

a user activity data analyzer for extracting profile data from user terminal activity data;

a user identifier for determining whether the profile data corresponds to a profile data history associated with the user terminal; and

a user profile generator for generating a profile data history from the profile data for another user to be associated with the terminal in response to the profile data not corresponding to the profile data history associated with the user terminal.

2.   The system of claim 1 wherein the user terminal activity data is session data.

3.   The system of claim 1 wherein the user terminal activity data is browse period data.

4.   The system of claim 1 wherein the profile data includes a site identifier, a resource identifier, and a terminal identifier.

5.   The system of claim 4 wherein the user profile generator generates a profile history for another user to be associated with the terminal identifier in response to a low level of correspondence between the site identifier and the resource identifier of the profile data and any site identifiers and resource identifiers in said profile history associated with said terminal.

6.   The system of claim 5 wherein the profile data includes metadata associated with the site identifier and the resource identifier.

7.   The system of claim 1 wherein the user identifier identifiers a user at the terminal by determining which one of at least two profile histories associated with the terminal corresponds with the profile data; and the system further includes:

an advertising selector for selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

8.   The system of claim 4 wherein the terminal identifier is a cookie.

9.   The system of claim 4 wherein the terminal identifier is an Internet protocol (IP) address.

10. The system of claim 6 wherein the terminal identifier is a subscriber identifier.

11. The system of claim 10 wherein the subscriber identifier identifies a cable television network subscriber, the session data identifies a tuned channel, and the metadata identifies program content on the tuned channel.

12. The system of claim 11 wherein the user identifier identifiers a user at the terminal by determining which one of at least two profile histories associated with the terminal corresponds with the profile data; and the system further includes:

an advertising selector for selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

13. A method for profiling different users having a common terminal identifier comprising:

extracting profile data from user terminal activity data;

determining whether the profile data corresponds to a profile data history associated with the user terminal; and

generating a profile data history from the profile data for another user to be associated with the terminal in response to the profile data not corresponding to the profile data history associated with the user terminal.

14.   The method of claim 13 wherein the profile data is extracted from session data.

15.   The method of claim 13 wherein the profile data is extracted from browse period data.

16.   The method of claim 13 wherein the profile data determination includes comparison of a site identifier, a resource identifier associated with a terminal identifier in the profile data with any site identifiers, resource identifiers in the profile data history associated with the terminal identifier.

17.   The method of claim 16 further comprising:

generating a profile history for another user to be associated with the terminal identifier in response to a low level of correspondence between the site identifier and the resource identifier of the profile data and any site identifiers and resource identifiers in said profile history associated with said terminal.

18.   The method of claim 16 wherein the profile data extraction extracts metadata associated with the site identifier and the resource identifier.

19.   The method of claim 13 further comprising:

identifying a user at the terminal by determining which one of at least two profile histories associated with the terminal corresponds with the profile data; and

selecting an advertising file for transmission to the terminal, the selected advertising file corresponding to the identified user.

20.   The method of claim 16 wherein the comparison of terminal identifiers in the profile data and the profile data history compares cookies.

21.   The method of claim 16 wherein the comparison of terminal identifiers in the profile data and the profile data history compares Internet protocol (IP) addresses.

22.   The method of claim 18 wherein the profile data extraction extracts a subscriber identifier that identifies a subscriber site on a cable television network.

23.   The method of claim 22 wherein the profile data extraction extracts a tuned channel identifier and metadata, the tuned channel identifier identifying a transmission channel to which a receiver is turned at the identified subscriber site and the metadata identifies program content on the tuned channel.

24.   The method of claim 23 further comprising:

identifying a user at the subscriber site by determining which one of

at least two profile histories associated with the subscriber site

corresponds with the profile data; and

selecting an advertising file for transmission to the subscriber site,

the selected advertising file corresponding to the identified user.